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Re
RKO Pictures
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Kinkaku

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February 2, 1977

Mr. Alvin Korn
RKO General, Inc.
1440 Broadway
New York, New York 10018

Dear Al:

I received a call today from Mr. Michael Shea, Director of Marketing of Atari, a division of Warner Communications located at 1265 Borregas Drive, Sunnyvale, California 94086 (telephone number (408) 745-2205). Atari produces a video game called Pong. They also produce Pong Doubles and Super Pong and are planning to produce and market King Pong but want to aviod any conflict with those who have an interest in King Kong.

I told Mr. Shea that I would communicate with the interested parties to see if any arrangements could be made to accomodate him. He plans to be in New York on February 15 or 16 for the toy fair so I would appreciate having the reactions of all responsible to this letter prior to that date, or any other instructions you hay have. The Pong games are distributed in the United States and Canada only.

Sincerely,

William M. Regan

WMR:dlt

CC: Howard Levine
Norman Flicker

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